

Allover Crepe Robes, embroidered in colors, \$3.98 yard, ere \$5.98.
Crepe Robes, in a variety of patterns and colors, \$2.98 yard, ere \$4.98.

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J.B. Mosby & Co.

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DAILY STORE NEWS
RICHMOND, VA.
Monday, June 15, 1914

June Clearance Sale

Ready-to-Wear Garments at Clearance Prices

We will warrant you've never had such an opportunity before of saving money on needfuls such as presents itself right now.

Every Cloth and Silk Suit in the House Has Been Greatly Reduced in Price

For example, here's one lot, representative of all:

Women's \$19.75 to \$29.75 Suits, \$10.⁹⁸

Serges, gabardines and novelty crepes—all fancy effects, in tan, reseda, tango, wistaria, shepherd's checks, navy, Copenhagen and mustard.

Silk Dresses

\$18.98; were \$35.00.
\$27.50; were \$55 and \$59.50.
\$29.75; were \$45 and \$49.50.
\$33.75; were \$49.50.
\$35.00; were \$45.00
\$38.50; were \$47.50.
\$39.50; were \$55 and \$59.50.
\$45.00; were \$85.00.

The lot comprises chiffon tafetas, flowered tafetas, stripe tafetas, crepes and crepe de chine, in black, navy, wistaria, green, Copenhagen, rose, brown and white.

There is only one dress of a kind—nearly all fancily trimmed in lace, net and Roman stripe silk.

Some of the black crepe de chine are suitably made and trimmed to wear as deep mourning.

Wash Waists, \$1.98 \$2.89, \$4.98

Former prices \$3.98 to \$14.75.

White batiste and voile, trimmed with hand embroidery cluny, Val and fillet laces.

Half price and much less than half.

\$12.75 Dresses, \$9.98

Crepes and voiles, in solid colors and stripes, of white, cream and lavender.

Daintily trimmed with lace.

There are quantities of underpriced goods in this sale, as a few minutes' reading of the advertisement and a visit to the store will show.

But we are not soliciting your patronage in this clearance sale merely because of low prices.

It is high-class, desirable-in-every-way merchandise, plus extraordinary low prices, that makes each yard or piece offered a decided bargain.

It is our annual clearance sale, with more odd lots in it than ever before, because our season's business has been the largest we've ever had.

50c Silks, 19c yd In the June Clearance Sale

Four different lots grouped together at one price:

18-inch Wash Silks.	27-inch China Silks.
18-inch Messalines.	42-inch Mousseline de Soie.

\$3 Embroidered Border Pongee, \$1.19 yd

A beautiful silk, 42 inches wide, at much less than half price.

Pink and Copenhagen borders.

Rough Silks, 69c Were \$1.50.

Gunmetal, navy, brown, natural and white; 27 inches wide.

Gros de Londres, 69c Was \$1.25.

Small broadened designs on two-toned effects, in brown and black, cerise and green, and tan and Copenhagen.

Foulards, 59c Were 85c.

The famous Cheney Shower-proof Foulards, 23 inches wide, in a large variety of patterns.

Fleur de Soie, 98c Was \$2.00.

Beautiful patterns on navy, reseda, old rose, brown and canard grounds; 40 inches wide.

Pussy Willow Taffeta, \$1.98

40 inches wide—exclusive dot designs on taupe, white, myrtle, brown, navy, wistaria and sapphire grounds.

Dress Goods Specials

\$1.00 Line Checked Silk Serge, 49c

Some of the prettiest Silk Serges we've had this spring are in this lot.

20 inches wide, in black and gold, navy and white, and black and white.

\$1.50 Voile, 69c

All-wool goods, 42 inches wide, in black, brown, tan and cream.

\$1.50 & \$1.75 Suitings, 89c

All-wool and 54 inches wide; gray mixtures, stripes and checks; fine condition.

Taffeta Ribbons, 2½c and 5c yd

Original Prices 5c to 25c.

The widths run from one-half inch to three and a half inches; good assortment of colors.

The prices, you'll notice, are merely nominal.

4½ inch Taffeta Ribbon, 14c yd

Reduced from 25c.

White with light blue, pink, cerise, navy, brown and red embroidered borders.

Women's Trimmed Hats, \$3.90

Many of them were up to \$9.50.

Very becoming Hats—all New York models, and exclusive styles.

We have about twenty-five Trimmed Hats that we've marked just half of their original price.

The lot includes quite a number from Holland, Atchison and other Fifth Avenue milliners.

Novelties in High-Class Embroideries About Half-Price

Three Crepe Robes Beautifully Embroidered \$5.98 Were \$9.98.

Five Dress Patterns in White Crepe, embroidered in colors, \$6.75 per pattern, reduced from \$12.00.

4½ yards in a pattern.

Embroidered Crepe 45 inches wide, 98c yd. Was \$1.08.

Embroidered Crepes and Voiles, 45 inches wide, white and tan, \$1.08 yard; were \$5.98.

Allover Crepe Robes, embroidered in colors, \$8.98 yard, were \$5.98.

Crepe Robes, in a variety of patterns and colors, \$2.98 yard, were \$4.98.

Children's \$6 to \$9 Cream Serge Reefers, \$2.98

All sizes, 6 to 14 years. Extra good quality cloth, and a very serviceable summer coat for the little folks' vacation.

Exclusive Styles in High-Class Crepe and Voile Dresses

Imported crepes, crinkled crepes, nub voiles, stripe voiles and embroidered voiles, in champagne, maize, white and white with floral effects.

Included in the lot are suits with white crepe skirts and coats of navy, red and old rose, taffeta and old rose plaid voile. Very latest styles. One of a kind.

\$24.75; were \$33.75.
\$27.50; were \$35.00.
\$29.75; were \$37.50.
\$37.50; were \$47.00.
\$39.50; were \$49.50.

New Silk Waists, \$3.98

Former Prices \$5.98 and \$6.98.

Crepe de chine and chiffons, in a complete line of shades, also dark plaid taffetas.

Lace vests, lace collar and cuffs; all sizes.

Floor Coverings in the Clearance Sale

\$5 China Matting Rugs, \$2.98

9x12-foot size, regular 116 warp quality, plain centres, with check borders.

All new Rugs, beautiful patterns.

Rattania Rugs, 6x9 feet, all colors, \$3.75; regular, \$4.50.

Ivanhoe Rugs, 6x9 feet, \$3.50; regular \$4.50 quality. Good line of colors.

\$5.00 Sunfast Madras Curtains, \$2.48 pair

All colors in the lot and all fast.

\$7.50 Renaissance Curtains, \$5.00 pair

Two and a half yards long; wide insertions, Arabian only.

\$6.50 Marie Antoinette Curtains, \$4.50 pair

2½ yards long, white and Arabian.

Cedar Chests 20 Per Cent Reduction

Made of the very best cedar, highly polished, superior quality hardware.

\$10.00; were \$12.50.
\$11.25; were \$13.50.
\$12.50; were \$15.00.
\$13.75; were \$16.50.
\$15.00; were \$17.50.
\$15.50; were \$18.00.

Beautiful Cotton Dress Goods At the Lowest Prices of the Season

Linen Lawn, 21c yd Formerly 40c.

Less than half price for a soft finish linen fabric, 36 inches wide, for waists, dresses and underwear.

White Flaxon, 15c yd Former Prices 25c and 29c.

It looks like a piece of linen. 36 inches wide; launders beautifully.

50c Imported Wash Chiffon, 25c yd

A fine sheer, fully mercerized white goods, 46 inches wide, for waists and dresses.

\$1.00 Crepe de Chine, 69c

Floral patterns and silk stripes, in pink, blue, tan and lavender. 36 inches wide.

\$1.00, \$1.25 and \$1.50 Imported Eponge Ratine, 59c yd

Odd pieces of this 47-inch fabric, together with Silk Eponge Ratine, 39 inches wide, for skirts and dresses.

\$1.00 White Stripe Nub Voiles, 59c yd

28 inches wide; very sheer and fine for waists and dresses.